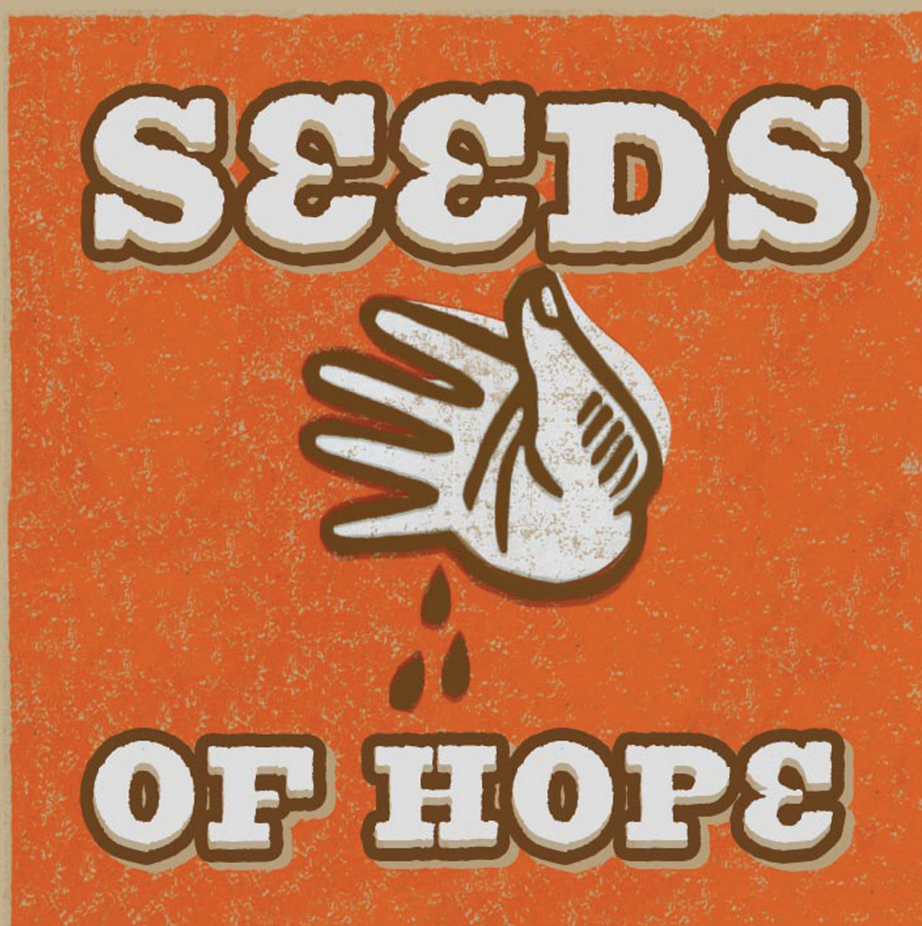


INDIANA TOBACCO CONTROL PARTNER INFORMATION X-CHANGE

SEEDS OF HOPE: A TOBACCO FREE FUTURE FOR INDIANA



SEPTEMBER 16-17, 2008
MARRIOTT INDIANAPOLIS EAST HOTEL
7202 E 21ST ST
INDIANAPOLIS, IN 46219

Presented by the Indiana Tobacco
Prevention and Cessation Agency, and the
Hoosier Faith and Health Coalition

X-CHANGE OVERVIEW

A tobacco free future is vital for Indiana. Join the hundreds of local community coalitions and state organizations of public health professionals, businesses, faith organizations, youth and citizens who passionately work every day in the Indiana tobacco control movement as we plant seeds of hope for a tobacco free future. This two-day event features highly-regarded national, state, and local speakers who will present the latest information on tobacco control to Indiana.

One person cannot get everything that will be offered. Bring a team of people from your community so that you taken in as much as possible.

Bring a team!

Share ideas!

Plant seeds of hope for the future!

X-CHANGE OBJECTIVES

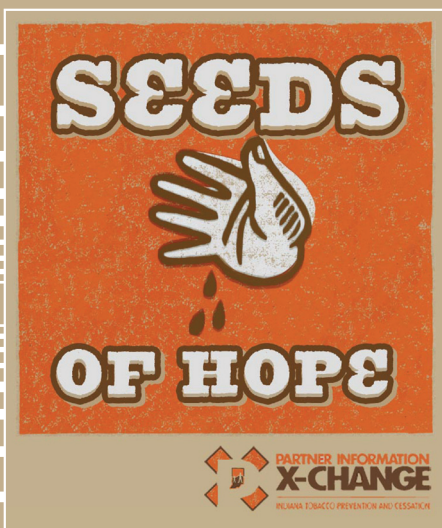
GET skills to successfully implement tobacco control in your community

NETWORK with tobacco control professionals from across the state of Indiana

BUILD momentum for eliminating second hand smoke from the lives & the air of our Indiana workers

LEARN more about the Indiana Tobacco Quitline and successful tobacco cessation strategies

INSPIRE the hard working individuals who comprise Indiana's tobacco control movement



FEATURED SPEAKERS



Cheryl Heaton

President & Chief Executive Officer

Following the creation of the American Legacy Foundation in 1999, Dr. Cheryl Heaton joined the staff as the first president and chief executive officer of this groundbreaking public health nonprofit, created by the historic Master Settlement Agreement between 46 state attorneys general, five U.S. territories and the tobacco industry. Dr. Heaton was selected for this important post following a nationwide search and has worked tirelessly to further the foundation's ambitious mission: to build a world where young people reject tobacco and anyone can quit. During her tenure with the foundation, she has guided the highly acclaimed, national youth tobacco prevention counter-marketing campaign, truth[®], that has been credited in part with reducing youth smoking prevalence to its current 28-year low.



BISHOP DOUGLAS I. MILES

Bishop Douglas I. Miles is a native Baltimorean. He is a graduate of Paul Laurence Dunbar High School, Class of 1966. Bishop Miles is a graduate of Johns Hopkins University (B. A., Humanistic Studies, 1970) and St. Mary's University & Seminary (M. A., Theology, 1984) and Wesley Theological Seminary (Doctor of Ministry, African-American Church Class of May 2000), in Washington, D. C. He was awarded an honorary Doctor of Divinity from Virginia Seminary and College.

Bishop Miles has been in ministry for 40 years. Since 1998, Bishop Miles has been in the forefront of the national effort to reduce the use of tobacco products in America. He is a national spokesperson for the Campaign for Tobacco Free Kids and lectures throughout the nation. Bishop Miles currently serves as executive director of Baltimore Clergy against Tobacco. Koinonia Baptist Church is one of a few churches in Baltimore that has an official Anti-tobacco policy. Bishop Douglas I. Miles is married to the former Rosanna White, the proud father of two sons – Deacon Harvey Miles and Rev. Danté K. Miles. He is also the proud grandfather of four grandchildren.

CONFERENCE AGENDA

All activities will take place at the Marriott Indianapolis East Hotel.

PRE-CONFERENCE WORKSHOPS (LUNCH INCLUDED)

MONDAY, SEPTEMBER 15, 2008

8:00 am	Registration
9:00 am – 3:00 pm	Spokesperson Training Workshop - Limit 30 people
10:00 am – 3:00 pm	Media Advocacy Training Workshop - Limit 30 people
10:00 am – 3:00 pm	Research Symposium

TUESDAY, SEPTEMBER 16, 2008

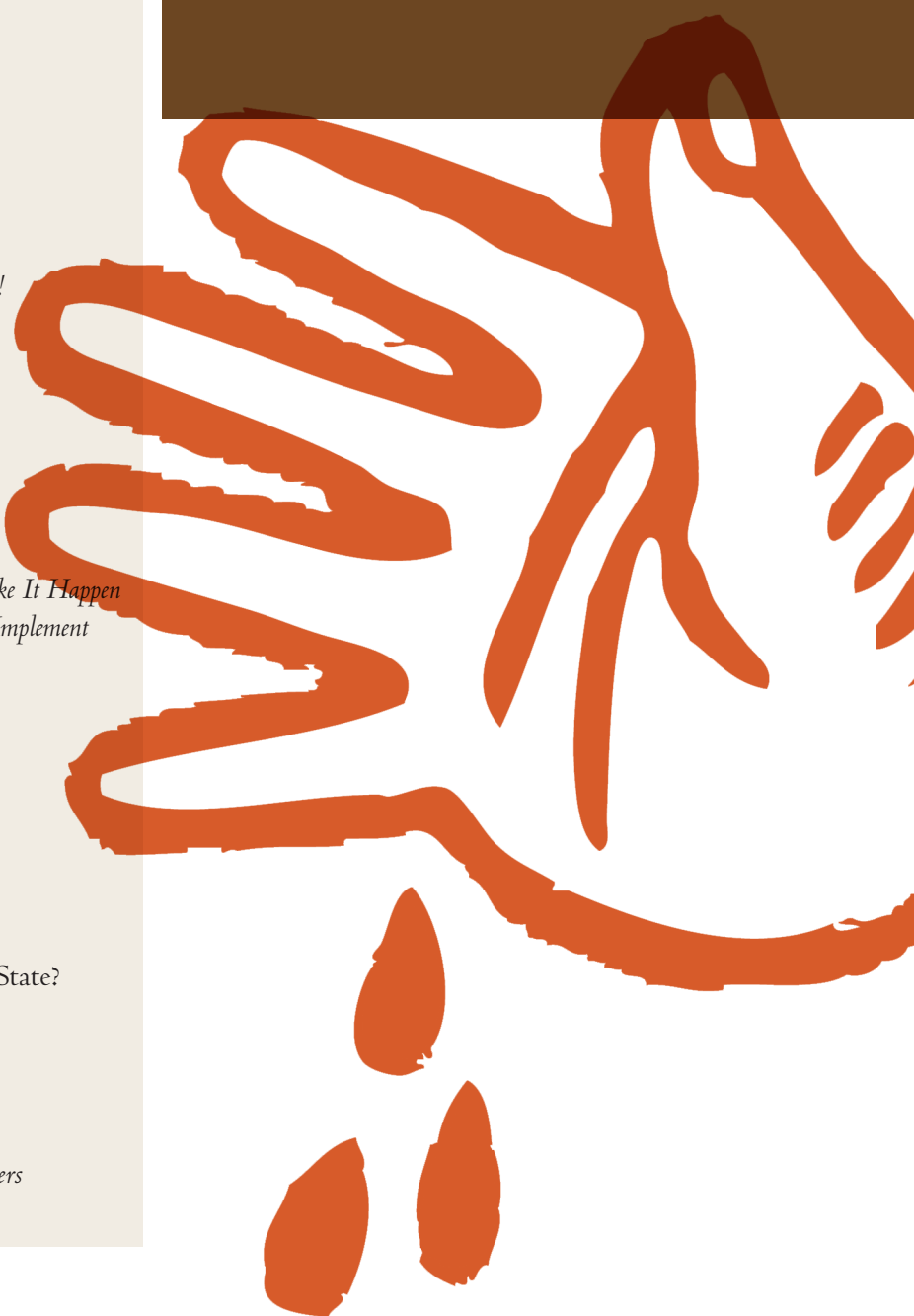
7:30 am - 4:45 pm	Registration
7:30 am – 8:30 am	Continental Breakfast
8:30 am – 11:15 am	Keynote Speaker: Dr. Cheryl Heaton
11:30 am – 12:45 pm	Lunch/Program
1:00 pm – 2:00 pm	Workshop
2:15 pm – 3:15 pm	Workshop
3:30 pm – 4:30 pm	Workshop
Evening	Dinner on own
7:00 pm – 9:00 pm	Take Note Event

WORKSHOPS

- *100% Tobacco Free School Campus Policies – We're Halfway There!*
- *Sweet Disguise: The Current Trend in Flavored Tobacco Products*
- *Reaching Out to 18-24 Year Olds*
- *Cessations Systems that Work with Employers*
- *Tobacco Control and Chronic Disease Collaborative*
- *Cessation Systems with the Dental Community*
- *Awesome Coalitions! How to Get Them*
- *Awesome Coalitions! How to Maintain Them*
- *Smoke free Multi Unit Affordable Housing is Coming: How to Make It Happen*
- *Smoke free Policy Do's and Don'ts: How to Successfully Plan and Implement*
- *Everything You Ever Wanted to Know About Spit Tobacco and More!*
- *Quit the Spit – A Focus on Spit Tobacco Cessation*
- ...and more

WEDNESDAY, SEPTEMBER 17, 2008

8:00 am – 12:00 pm	Registration
7:30 am - 8:30 am	Breakfast Buffet
8:30 am – 10:30 am	Plenary: What will it take for Indiana to be the Next Smoke Free State?
10:45 am – 12:15 pm	Sub Plenary Sessions
	• <i>The New Frontier: Cessation and Mental Health</i>
	• <i>Tobacco Industry: What is Happening Now</i>
	• <i>Partnerships: Adults Supporting Youth to Rid the World of Tobacco</i>
	• <i>Reaching and Stretching: Saving the Tobacco Industry's Targeted Smokers</i>
12:30 pm – 3:00 pm	Lunch/Awards/Keynote Speaker



PRE-CONFERENCE SCHEDULE- MONDAY, SEPTEMBER 15, 2008

SEATS ARE LIMITED FOR ALL WORKSHOPS ALL WORKSHOPS INCLUDE LUNCH

SPOKESPERSON TRAINING SKILLS

9:00AM – 3:00 PM

PRESENTED BY BOB HOWARD

For 11 years, Bob Howard served at the Centers for Disease Control (CDC) as a Strategic Communications Specialist. He is currently Senior Vice President of Key 3 Media and Co-Chair of BioSecurity 2002-2003 with Harvard Medical International. He serves on the faculty at the University of Georgia, Baylor School of Medicine, the National Bio-terrorism Training Center and is the Chairman of the National Advisory Council at the Annenberg Health and Science Center. He is also a special consultant to the White House medical unit.

Becoming a credible spokesperson on tobacco control issues is not an accident or something you simply “wing”. It takes skill, preparation, and planning. Learn how to do it right and do it successfully interview and interview in this workshop.

Participants will learn and practice skills to make them a better spokesperson with the media and with key stakeholders. Participants will learn to craft better messages that sell to the media and to the public.

MEDIA ADVOCACY BASICS

10:00 AM – 3:00 PM

PRESENTED BY ANN HOUSTON STAPLES

Ann Houston Staples, CHES, serves as director of public education and communication for the Tobacco Prevention and Control Branch, North Carolina DHHS. Her main areas of expertise are media relations and media advocacy. With the Branch for 16 years, Ann has also worked as a consultant on planning, conducting and evaluating tobacco control and health communication programs.

Ann is an Advocacy Institute Tobacco Control Fellow and for three years co-facilitated the “Strategic Use of Media” class at the CDC’s Tobacco Use Prevention Training Institute. Ann is an official trainer for the CDCynergy 3.0 Health Communication Planning Program. She has presented multiple times at national and state tobacco control conferences.

A journalist by training, Ann is a North Carolina Press Association award winner. She has her Bachelor of Arts degree from North Carolina State University.

Participants will learn how to strategically use the media to change public policy. In addition, participants will understand how to set the agenda, shape the debate and reach opinion leaders using mass media.

RESEARCH SYMPOSIUM - DR. STEPHEN JAY LECTURE

10:00AM – 3:00 PM

FEATURING DR. TOM NOVOTNY, PH.D.

Dr. Novotny is the Director of International Programs at the University of California - San Francisco (UCSF) School of Medicine and Education Coordinator for UCSF Global Health Sciences. Dr. Novotny has worked extensively in tobacco control and in health systems reform, particularly in Eastern Europe. He has published numerous scientific articles on tobacco control and HIV/AIDS, and he has been a contributing author and editor of several Reports of the Surgeon General on Tobacco and Health and HIV policy documents for the World Bank.

In addition, participants will hear from others around the state about tobacco control evaluation and research projects and provide an opportunity to share and discussion future collaborations. College Students are encouraged to attend this opportunity to interact with researchers and practitioners in the area of tobacco control.

